

Commission's Grant Application Form

Shelby County Board of Commissioners

GRANT APPLICATION

Legal Name of the Organization:	UBABY, Inc. (U Be A Better You)
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EIN:	45-4894424
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Street Address of Organization	3057 Mon Cheri Lane
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Office Phone:	901-907-1555
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E-mail	UBABetterYou@gmail.com
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EXECUTIVE DIRECTOR

First Name	Anniece
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Last Name	Robinson
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GENERAL CONTACT FOR THIS REQUEST(if other than Executive Director)

First Name	<i>Field not completed.</i>
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Last Name	<i>Field not completed.</i>
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Title:	<i>Field not completed.</i>
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DESCRIPTION OF GRANT REQUEST

Program/Project Area:	Whitehaven
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Amount Requested	\$24,999.00
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Total Organizational budget (for current year):	\$30,000.00
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Total Project/Program Budget:	\$42,499.00
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Dates covered by this budget:	September 1, 2016-March 31, 2017
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Project/Program Name:	WOW(Wisdom of Wellness)
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INTRODUCTION AND BACKGROUND OF ORGANIZATION

Please summarize in a short paragraph the purpose of your agency. Briefly explain why your agency is requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if a grant is made.

Organization Mission: UBABY, Inc. UBABY, Inc., “U Be A Better You”, is a community based wellness promotion 501(c)3 organization. Our mission is to orchestrate culturally relevant and edutainment formatted activities. Our vision is to have a creative wellness agenda that will impact sustainable healthy outcomes for the masses. Our mantra, “we’re the fun side of fitness and the delicious side of nutrition.” UBABY’s core program, The WOW Thang (Wisdom of Wellness), involves regularly scheduled activities designed to produce healthy outcomes. It spans over a nine month period, starting in September ending in May. Within that are weekly fun-fit activities, awareness campaigns, and fundraising events. Participants are provided free weekly Fun-Fit activities at Riviera French Southland Mall. That comes with wellness tools, and “Deliciously Nutritious” info that include meal prep and sampling. The Wellness Model: 12 Dimensions of Wellness The WOW Thang Program is done in collaboration with the Department of Tennessee Faith Based Initiative Health Ambassador Program, which has adapted the 12 Dimensional Wellness Model.

(Section Break)

Narrative - Organization

Current programs and accomplishments. Please emphasize the achievements of the recent past.

The WOW Challenge Church Wellness Program- Partnered with 4 local churches throughout Shelby County to provide free access to local fitness Centers (Riviera Fitness/Whitehaven and L.A. Fitness/Southeast). The members are allowed free access to the designated fitness classes such as, zumba, spinning, and line dancing. Members of the WOW Church Challenge are engaged in monthly Team Building Exercises, Lifestyle Changes Classes and Healthy Cooking

Classes/Demonstrations.

Numbers of paid full-time staff: 0

Number of paid part-time staff: 4

Number of volunteers: 30

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Narrative - Funding Request

Please describe the program/project for which you seek funding and include how it will benefit the general welfare of residents in Shelby County, TN.

UBABY's core program, The WOW Thang (Wisdom of Wellness), involves regularly scheduled activities designed to produce healthy outcomes. It spans over a nine month period, starting in September ending in May. Within that are weekly fun-fit activities, awareness campaigns, and fundraising events. Participants are provided free weekly Fun-Fit activities at Riviera French Southland Mall. That comes with wellness tools, and "Deliciously Nutritious" info that include meal prep and sampling. The Wellness Model: 12 Dimensions of Wellness

The WOW Thang Program is done in collaboration with the Department of Tennessee Faith Based Initiative Health Ambassador Program, which has adapted the 12 Dimensional Wellness Model. Riviera Fitness Southland Mall is UBABY's core community partner and is the office and base for the various Fun-Fit weekly activities and events. UBABY participants are allowed to attend free group sessions 3X per week to engage their lifestyle adjustment and goals. In theme with our mantra, "we're the fun side of fitness and delicious side of nutrition", over the course of the program there are other Fun-Fit activities and delicious nutritious cuisine sessions.

- The enrollment process ask "Each 1 Bring 1 Thicker than U". This creative approach helps to draw family and friends in order to build a supportive circle among close relationships.
- The "Points for Pounds" campaign gives participants the opportunity for friendly competition and comradery with a network of like-minded people to share the journey.
- The "Pounds Down Pass-arounds" is a sure-to-please incentive. Fashion forward individuals are asked to provide gently used prize winning worthy garments that will serve as winning perks. Most people want and/or need wardrobe adjustments through various phases of weight

reduction. This need is met in a fun and celebratory way.

General Operating Support

If applying for general operating support, briefly describe how this grant will be used.

The Additional funding will be used towards FunFit Coaches, Training Seminars, Advertising, Cooking Classes/Demonstrations and Promotional Items.

Project Support

Please explain the specific project including a statement of its primary purpose and the need or problem that you are seeking to address.

The primary focus is to continue to use the partnership with Riviera Fitness and other area coaches and provide healthy lifestyle changes through the free access to workout sessions. Participants will have access to healthy lifestyle sessions and these sessions are open to the Whitehaven Community and surrounding areas.

How does the project contribute to your organization's overall mission?

The "WOW Challenge" FunFit Initiative fully orchestrates the organization's mission and it's mantra, "Funside of Fitness and Delicious Side of Nutrition. Participants will learn, showcase and compete in 2 – 3 favorite activities, i.e., Line Dance, Chicago Stepping, and African Dance. This series concludes with showcasing dimensional healthy outcomes, the newly acquired skills, and exciting prizes according to the guidelines. The wellness production is to generate enthusiasm and build new and anticipated wellness opportunities.

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Narrative - Evaluation

Please explain how you will measure the effectiveness of your activities. Describe your criteria for a successful program and the results you expect to have achieved by the end of the funding period.

UBABY will utilize it's partnership with Cigna and participants will receive their BMI and Wellness Screenings during sign-up. After completion of the program, participants will undergo the same screenings to measure outcomes to see if their numbers have improved.

Attachments:

If your request is under \$25,000 please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations

2. Most recent IRS Form 990 or Financial Statements (balance sheet and income statement) as of the most recent fiscal year end certified by Chief Financial Officer/Treasurer of the entity.

3. Complete Budget for grant request

If your request is \$25,000 or more please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations

2. Copy of an annual audit as of a date within 18 months of the start of the current fiscal year.

3. Complete Budget for grant request

File 1 [- 501\(C\)3 \(1\).pdf](#)

File 2 [Budget Proposal.docx](#)

File 3 [WOW Challenge Proposal.doc](#)

ACKNOWLEDGEMENT:

Read, and if you agree to the provisions, sign the following:

The information provided has been submitted in good faith and as completely as our records and recollections permit.

I understand that the information provided in this application shall be open to inspection upon filing with the office of the Shelby County Board of Commissioners.

Signature: Anniece Robinson

Printed Name: Anniece Robinson

Date 8/31/2016
